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*The purpose of the 3rd World Conference on Smoking and Health is: to assess the trends in smoking around the world; to assess the measures which have been employed to curb smoking and safeguard the health of the population from the hazards of smoking; and, then, to propose ways to advance the effectiveness of these measures to the highest levels possible."*

3rd World Conference on Smoking and Health  
Planning Committee      September 27, 1973

1005095158

# **3rd World Conference on Smoking and Health**

Sponsored by  
**American Cancer Society**

**National Cancer Institute (U.S.A.)**

In cooperation with:

American Heart Association  
American Lung Association  
American Medical Association  
Health Education Council (UK)  
International Union Against Cancer  
National Cancer Institute of Canada  
National Clearinghouse for Smoking and Health (USA)  
National Heart and Lung Institute (USA)  
National Interagency Council on Smoking and Health (USA)  
Pan American Health Organization  
World Health Organization

**Waldorf-Astoria Hotel  
New York City  
June 2-5, 1975**

1005095159

## 3rd World Conference on Smoking and Health

Chairman: Sir George E. Godber, G.C.B., D.M., F.R.C.P.

### Planning Committee

Dr. David T. Carr, Chairman

Mr. Harry Milt, Coordinator

Dr. Mikhail A. Akhmeteli

Dr. Donald C. Kent

Dr. Stephen M. Ayres

Dr. Claude Lenfant

Dr. Sol R. Baker

Mr. Sol S. Lifson

Dr. William Carlyon

Dr. A. Helen Martikainen

Dr. Charles M. Fletcher

Dr. Alton Ochsner, Jr.

Mr. Emerson Foote

Mr. Clifton Read

Dr. Donald T. Fredrickson

Mr. Irving I. Rimer

Dr. Gio B. Gori

Mr. Roger W. Schmidt

Dr. E. Cuyler Hammond

Dr. Jesse L. Steinfeld

Dr. Daniel Horn

Dr. Robert M. Taylor

Mr. Walter G. James

Dr. Luther L. Terry

Dr. Daniel J. Joly

Dr. A. P. Woudenberg

Dr. Ernst L. Wynder



## Conference Format

The conference will begin 9:30 Monday morning, June 2, and end at noon Thursday, June 5.

All sessions and functions will be held in the Waldorf Astoria Hotel.

The conference will open in a plenary session for all participants, Monday morning, June 2.

Monday afternoon, the conference will break into five separate sections, running concurrently and independently, through Wednesday afternoon, June 4:

**Section I —Health Consequences of Smoking (p. 6)**

**Section II —Modifying the Risk (p. 9)**

**Section III—Education on Smoking (p. 12)**

**Section IV—Cessation Programs (p. 16)**

**Section V —Governmental and Social Action (p. 19)**

Thursday morning, June 5, the five sections will disband, and all participants will come together for the closing plenary session.

Each participant has been asked to designate the section to which he or she would prefer to be assigned; also, to list second choices. In all but a very few cases, the first choice has been honored. **TO AVOID CONFUSION AND DISORGANIZATION, CONFEREES ARE URGED TO REMAIN WITH THE SECTION TO WHICH THEY HAVE BEEN ASSIGNED.**

In addition to the working sessions, there will also be two general functions:

An informal reception, Monday evening, June 2.

A luncheon Tuesday, June 3, at which the special guests will be the Advisory Committee to the Surgeon General, U.S. Public Health Service, and the Surgeon General, authors and sponsor of the historic report in 1964, **SMOKING AND HEALTH.**

1005095162

# 3rd World Conference on Smoking and Health

Opening Plenary Session  
9:30 a.m., June 2  
The Grand Ballroom

Chairman: Sir George E. Godber, G.C.B., D.M., F.R.C.P.

Call to order

David T. Carr, M.D.

Opening address

Theodore Cooper, M.D.  
Assistant Secretary  
for Health,  
Department of Health,  
Education and Welfare

Greetings

Guy R. Newell, M.D.  
Deputy Director  
National Cancer Institute

Greetings

Lane W. Adams  
Executive Vice President  
American Cancer Society

Response

Alton Ochsner, M.D.

Introduction of Cooperating  
Organizations

By the Chairman

Address: The Hazards of Smoking;  
The Benefits of Stopping—  
The Scientific Evidence to Date.

Jesse L. Steinfeld, M.D.

Address: The Worldwide Campaign  
Against Smoking

Sir George E. Godber

Address: Smoking and Health

Thomas Nesbitt, M.D.  
Speaker, House of  
Delegates  
American Medical  
Association

Conference Procedure

David T. Carr, M.D.

## Section I Health Consequences of Smoking

This section will open with a general session Monday afternoon, June 2, in which review papers will be given on the effects of smoking in relation to cancer, pulmonary disease, cardiovascular disease, pregnancy, the passive smoker, and the benefits of stopping.

Tuesday morning, June 3, this section will divide into sub-sections.

The sub-section on Smoking and Cancer will have sessions Tuesday morning and afternoon, June 3, and Wednesday morning, June 4.

The sub-section on Smoking and Pulmonary Disease will have sessions Tuesday morning and Tuesday afternoon, June 3.

The sub-section on Smoking and Cardiovascular Disease will have one session Wednesday morning, June 4.

The sub-section on Smoking and Pregnancy will have one session Wednesday morning, June 4.

There will be no separate sessions on the Benefits of Stopping or on the Passive Smoker.

On Wednesday afternoon, June 4, the entire section on Health Consequences of Smoking will reconvene for evaluation, summary and recommendations.

Thursday morning, June 5, all sections will come together for the closing plenary session of the entire conference.

Monday June 2  
1:30 to 5:00  
Hilton Room

### General Session: REVIEW OF RESEARCH

Chairman: Jesse L. Steinfeld

1. Consequences of Smoking: Cancer. E. Cuyler Hammond
2. Consequences of Smoking: Pulmonary Disease. Charles M. Fletcher
3. Consequences of Smoking: Cardiovascular Disease. Jeremiah Stamler
4. Consequences of Smoking: Pregnancy. Neville R. Butler
5. Consequences of Smoking: The Passive Smoker. David M. Burns
6. Benefits of Stopping: Daniel Horn



**Tuesday June 3**

**9:00 to 12:00**

**Hilton Room**

**2:30 to 5:30**

**Hilton Room**

**Wednesday June 4**

**9:00 to 12:00**

**Hilton Room**

**Tuesday June 3**

**9:00 to 12:00**

**Basildon Room**

**2:30 to 5:30**

**Basildon Room**

### **Sub-Section A: SMOKING AND CANCER**

Chairman: E. Cuyler Hammond

#### *Studies on the Lung*

1. Overview: Impact of smoking on the occurrence of cancer. E. Cuyler Hammond
2. Japanese study: Smoking in relation to death rates from cancer. Takeshi Hirayama
3. Epidemiological evidence on relation between smoking habits and lung cancer. Marvin A. Schneiderman
4. Smoking in relation to histologic changes in bronchial epithelium. Oscar Auerbach
5. Cytological changes in relation to smoking. Geno Saccomanno
6. Discussion of evidence on smoking and lung cancer. N. N. Napalkov

#### *Sites Other Than Lung*

1. Smoking in relation to cancer of the mouth, tongue and lip. Condict Moore
2. Smoking in relation to cancer of pharynx, larynx, esophagus, bladder and other sites, except lung. Ernst L. Wynder

#### *General and Theoretical*

1. Multiple factor interaction. Irving J. Selikoff
2. Dosage factor (age began, amount, inhalation). E. Cuyler Hammond
3. Effects of giving up smoking. Lawrence Garfinkel
4. What additional information would be useful. Panel: Gio B. Gori, Chairman

### **Sub-Section B: SMOKING AND PULMONARY DISEASE**

Chairman: Charles M. Fletcher

1. Smoking and lung function: epidemiological evidence. Benjamin G. Ferris
2. Smoking and lung function: laboratory evidence. D. V. Bates
3. Smoking and bronchial clearance. Michael T. Newhouse

Chairman: Oscar Auerbach

4. Experimental and human pathology (pulmonary) in relation to smoking. Oscar Auerbach
5. Acute and chronic smoking inhalation studies in rats. Paul Nettesheim
6. Evidence for pre-clinical lesions in lungs of early smokers. Jerome I. Kleinerman

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**Wednesday June 4**

**9:00 to 12:00**

Starlight Roof  
North Terrace

**Sub-Section C: SMOKING AND  
CARDIOVASCULAR DISEASE**

Chairman: Jeremiah Stamler

1. Epidemiological studies in the United States on smoking and coronary heart disease. Jeremiah Stamler
2. Epidemiological studies in the United Kingdom on smoking and coronary heart disease. Donald D. Reid
3. Studies in Scandinavia and Western European countries. Lars Wilhelmsen
4. Studies in Poland and other Eastern European countries. Kornel Gibinski
5. Studies in Japan. Noboru Kimura
6. Epidemiological studies on smoking and cerebral vascular and peripheral disease. William B. Kannel
7. Studies on carbon monoxide, thiocyanide and nicotine. Poul Astrup

**Wednesday June 4**

**9:00 to 12:00**

Starlight Roof  
South Terrace

**Sub-Section D: SMOKING AND PREGNANCY**

Chairman: Neville R. Butler

1. Epidemiological considerations. Neville R. Butler
2. Intrauterine studies—effect on fetal breathing. Geoffrey S. Dawes
3. Statistical aspects. Harvey Goldstein
4. Physiological studies. Lawrence D. Longo

**Wednesday June 4**

**2:00 to 5:00**

**General Session, Section I: EVALUATION AND  
SUMMARY**

Chairman: Jesse L. Steinfeld

1. Benefits of stopping. Leonard M. Schuman
2. Health consequences: cancer. E. Cuyler Hammond
3. Health consequences: pulmonary. Charles M. Fletcher
4. Health consequences: cardiovascular. Jeremiah Stamler
5. Health consequences: pregnancy. Neville R. Butler

**Thursday June 5**

**9:00 to 12:00**

Empire Room

**Closing Plenary Session for the Entire Conference**

Chairman: Sir George E. Godber

Report of recommendation from each of the five sections  
and adoption of recommendations.

## Section II

### Modifying The Risk To The Smoker

This section will open with a general session on Monday afternoon, June 2 in which there will be reports and discussion of general problems and opportunities related to the less harmful cigarette.

Tuesday morning and afternoon, June 3, there will be three sub-sections running concurrently, with reports and discussion on the ways in which the particular ingredients of tobacco smoke are related to disease in different organs and systems: cancer, cardiovascular disease, and chronic pulmonary disease.

Wednesday morning, June 4, the section will reassemble in general session for reports and discussion on the technological aspects of our ability to reduce specific components of cigarette smoke; also the factor of public acceptance of these reductions.

Wednesday afternoon, June 4, the section will meet again in general session to hear and discuss recommendations on modifying the risk.

Thursday morning, June 5, all sections will come together for the closing plenary session of the entire conference.

**Monday June 2**  
**1:30 to 5:30**  
**Jade Room**

#### **General Session: PROBLEMS AND OPPORTUNITIES**

Chairman: Ernst L. Wynder

1. Relative risks of cigarette-related disease by type of cigarette smoked. Ernst L. Wynder
2. The physiochemical nature of tobacco smoke. Irwin Schmeltz
3. Methods for reduction of tar and nicotine levels in tobacco and in cigarettes.
  - a. Agricultural techniques. T. C. Tso
  - b. Filtration techniques. Charles M. Keith
  - c. Tobacco modifications. Howard M. Halter
  - d. Tobacco modifications. Bryan F. Zilkey
  - e. Particle size. Friedlieb Seehofer.
  - f. Reconstituted sheets. William A. Selke
4. Reduction of tar and nicotine levels in different countries during the last two decades.
  - a. U.S.A. Thomas B. Owen
  - b. United Kingdom. Donald D. Reid
  - c. Germany. Dietrich Schmähl
  - d. Austria. Hans Kuhn
  - e. Sweden. Lasse O. Hjern
  - f. Canada. Winston H. Cherry
5. Less harmful ways of smoking. (Risk related to cigar/pipe smoking, inhalation, butt end, etc.).
  - a. Epidemiological data. Irwin D. Bross

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**Tuesday June 3**

**9:00 to 12:00**

**Vertes Suite "U"**

**Sub-Section A: RELATION OF SMOKE  
COMPONENTS TO CANCER**

(Including cancers of the upper alimentary tract, larynx, lung and bladder.)

**Co-Chairmen:** Dietrich K. Hoffman, Gio B. Gori

1. Methodology for determining the possible beneficial effects of the less harmful cigarette on the risk for cancer. Lawrence Garfinkel
2. Chemical identification in tobacco smoke of (a) carcinogens, (b) promoters, (c) co-carcinogens. Dietrich K. Hoffman  
Discussion: Hans P. Harke, Michael R. Guerin
3. Chemical and biological identification of tumorigenic components of tobacco. Fred G. Bock  
Discussion: Stephen S. Hecht, D. Bhaskara Reddy
4. Biological evaluation of carcinogens in tobacco smoke. Walter Dontenwill  
Discussion: Gio B. Gori, Robert Maronpot
5. Chemical and biological evaluation of tobacco substitutes. Roland K. Kunkel  
Discussion: David M. Conning
6. Summation: Relative significance of various tobacco smoke components in the etiology of cancer. Benjamin L. Van Duuren

**Tuesday June 3**

**2:30 to 5:30**

**Vertes Suite "U"**

**Tuesday June 3**

**9:00 to 12:00**

**Vertes Suite "V"**

**Sub-Section B: RELATION OF SMOKE  
COMPONENTS TO  
CARDIOVASCULAR DISEASE**

**Co-Chairmen:** Gardner C. McMillan, Wilbert S. Aronow

1. Methodology for determining the possible beneficial effects of the less harmful cigarette on the risk for cardiovascular disease. Tavia Gordon
2. Relative risks for myocardial infarction, cardiovascular disease and peripheral vascular disease by smoking and type of smoking. Manning Feinleib  
Discussion: Leo K. Widmer
3. The interrelationship of tobacco smoke components to hyperlipidemia and other risk factors in cardiovascular disease. Thomas R. Dawber  
Discussion: Oglesby Paul
4. The evidence for nicotine as an etiological factor. Helmut Schievelbein  
Discussion: Egbert Nüssel, Henry C. McGill, Jr., Peter Hill
5. The evidence for carbon monoxide as an etiological factor. Wilbert S. Aronow  
Discussion: Poul Astrup, Keith P. Ball, Nicholas Wald.
6. The evidence for other components as etiological factors. Gardner C. McMillan
7. Summation: Relative significance of nicotine, CO and other smoke components in the etiology of cardiovascular disease. William B. Kannel

**Tuesday June 3**

**2:30 to 5:30**

**Vertes Suite "V"**



**Tuesday June 3**  
**9:00 to 12:00**  
Terrace Court

**Sub-Section C: RELATION OF SMOKE  
COMPONENTS TO CHRONIC  
PULMONARY DISEASE**

Co-Chairmen: Claude Lenfant, Walter W. Holland

1. Methodology for determining the possible beneficial effects of the less harmful cigarette on the risk for emphysema and/or chronic bronchitis. Walter W. Holland
2. Relative risks of various tobacco usages for emphysema and/or chronic bronchitis. Ian T. Higgins
- Discussion:* Theodor Abelin

**2:30 to 5:30**  
Terrace Court

3. Interrelation of tobacco smoke to other respiratory irritants with respect to lung cancer, emphysema and chronic bronchitis. Irving J. Selikoff
4. Etiological factors (particulate matter or volatile phase). Tore Dalhamn
- Discussion:* Charles M. Fletcher, Ragnar Rylander, Charles J. Kensler, Louis Diamond
5. Summation: Relative significance of various tobacco smoke components in the etiology of emphysema and/or chronic bronchitis. John P. Wyatt

**Wednesday June 4**  
**9:00 to 12:00**  
Jade Room

**General Session: TECHNOLOGICAL ASPECTS OF  
REDUCING SPECIFIC COMPO-  
NENTS IN CIGARETTE SMOKE,  
AND CONSUMER ACCEPTANCE  
OF SUCH REDUCTION**

Co-Chairmen: T. C. Tso, Hans Kuhn

1. Methods for tar and nicotine determination—an international comparison. Klaus Brunnemann
2. Total particulate matter. Gio B. Gori
3. Nicotine. Hans Kuhn
4. PAH. Dietrich K. Hoffman
5. Carbon monoxide. Donald Tiggebeck
6. Phenolic components. Charles J. Kensler
7. Cilia toxic components. Sam P. Battista
8. Nitrosamines. Stephen S. Hecht
9. Other (i.e. NO<sub>2</sub>, B-naphthalamine, etc.). Fred G. Bock

**Wednesday June 4**  
**2:00 to 5:00**  
Jade Room

**General Session, Section II: SUMMARY AND REC-  
COMMENDATIONS**

Chairman: Ernst L. Wynder

**Thursday June 5**  
**9:00 to 12:00**  
Empire Room

**Closing Plenary Session for the Entire Conference**  
Chairman: Sir George E. Godber

Report of recommendations from each of the five sections and adoption of recommendations.

### Section III Education On Smoking

This section will open with a general session Monday afternoon June 2 and will hear status reports on education on smoking with respect to (a) adults, (b) school-age children, (c) mass media, (d) professional groups.

Starting Tuesday morning, June 3, and continuing through Wednesday afternoon, June 4, this section will break down into four parallel sub-sections running simultaneously.

The full section will reconvene in general meeting the latter part of Wednesday afternoon June 4 to consider recommendations.

Thursday morning, June 5, all sections will come together for the closing plenary session of the entire conference.

**Monday June 2**  
**1:30 to 5:00**  
John Jacob Astor  
Salon

#### **General Session: STATUS REPORTS ON DIFFERENT ASPECTS OF EDUCATION ON SMOKING**

Chairman: William Griffiths

1. Changing the smoking habits of adults. Norman K. McAbee, Jr.
2. Positive smoking, education programs for the school age child. Roy L. Davis
3. The mass media anti-smoking campaign around the world. Paula Green
4. The role of the health professional in smoking education. Tage Egsmose
5. Charge to the workshops. Walter G. James

**Tuesday June 3**  
**9:00 to 12:00**  
Gold Room

#### **Sub-Section A: PROGRAMS FOR ADULTS**

Chairman: Bratislav Tomic

1. Charge to the Adult Program Group. Charles A. Althafer
2. Smoking control programs aimed at adult audiences.
  - a. United Kingdom and Europe. William S. Parker
  - b. Canada. Alexander J. Phillips
  - c. Industrial populations. H. Wayne Richmond
  - d. Involving the adult community in hospital smoking education programs. Glenn I. Hildebrand
  - e. Public utilization of medical tape libraries. Richard O. Butcher

**Tuesday June 3**  
**2:30 to 5:30**  
Gold Room

### **WOMEN AND CIGARETTES**

Chairman: Helen S. Hill

- a. Chronic disease aspects of cigarette smoking in the U.S. Cheryl Cortines
- b. Profile of women's smoking habits in Canada and the United Kingdom. Gwen W. Rorke
- c. Profile of women's smoking habits in Western Europe. Annette Le Meitour-Kaplun
- d. Reactor panel: Frances Driscoll, James B. Losie, Nancy B. Ringle

**Wednesday June 4**  
**9:00 to 12:00**  
Gold Room

### **NON-SMOKERS RIGHTS**

Chairman: Owen D. Lewis

- a. Smoke constituents. David M. Burns
- b. The cardio-pulmonary cripple. Charles Tate
- c. Allergies and eyes. Norman Epstein
- d. The U. S. experience. Roger W. Schmidt
- e. Social action. Clare Gouin
- f. Filtration and ventilation of tobacco smoke. Donald C. Kent
- g. Legal rights of the non-smoker. Glenn R. Goldberg
- h. Reactor panel. George L. Stewart, Jan Stephens

**Wednesday June 4**  
**1:30 to 3:15**  
Gold Room

### **Formulation of Recommendations by Sub-Section A**

**Tuesday June 3**  
**9:00 to 12:00**  
Louis XVI East

### **Sub-Section B: PROGRAMS FOR SCHOOL-AGE CHILDREN**

Chairman: Stephen M. Ayres

1. The smoking habits of youth: 1967, 1971, 1975. Present trends. Dorothy E. Green
2. Social influences that affect children and youth. Evert Dekker
3. Intervening in social systems to make smoking education more effective. Lawrence W. Green
4. Charge to the workshops. Sol S. Lifson

**Tuesday June 3**  
**2:30 to 5:30**  
Louis XVI East

### **Workshop: PROGRAMS FOR SCHOOL-AGE CHILDREN**

There are no assigned papers, but discussion will cover these subjects:

- a. What can be done to improve school curriculum with respect to anti-smoking content.
- b. What can be done to have teachers better prepared in health education related to smoking.
- c. What can schools do to influence the community regarding attitudes and practices in smoking.
- d. What happened to the recommendations of the 1st and 2nd World Conferences on Smoking.

**Wednesday June 4**  
**9:00 to 12:00**  
Louis XVI East

**Wednesday June 4**  
**1:30 to 3:15**  
Louis XVI East

**Tuesday June 3**  
**9:00 to 12:00**  
Louis XVI Center

**Tuesday June 3**  
**2:30 to 5:30**  
Louis XVI Center

**Wednesday June 4**  
**9:00 to 12:00**  
Louis XVI Center

**Wednesday June 4**  
**1:30 to 3:15**  
Louis XVI Center

**Workshop: PROGRAMS FOR SCHOOL-AGE CHILDREN (Continued)**

**Formulation of Recommendations by Sub-Section B**

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**Sub-Section C: MASS MEDIA**

Chairman: Emerson Foote

1. Women and Smoking in England. Alastair C. Mackie
2. Women and Smoking in America. Mary Loos
3. The Australian Television Anti-Smoking Campaign. Nigel Gray
4. D-Day in Minnesota. Lynn R. Smith
5. The FCC and Cigarette Advertising. C. D. Roberts
6. How to Get Smokers to Listen. Tony Schwartz
7. Mass Media Experience in Canada. F. R. Wake

**Workshop: MASS MEDIA**

**Workshop: MASS MEDIA (Continued)**

**Formulation of Recommendations by Sub-Section C**

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**Tuesday June 3**  
**9:00 to 12:00**  
Louis XVI West

**Tuesday June 3**  
**2:30 to 5:30**  
Louis XVI West

**Wednesday June 4**  
**9:00 to 12:00**  
Louis XVI West

**Wednesday June 4**  
**1:30 to 3:15**  
Louis XVI West

**Wednesday June 4**  
**3:30 to 5:00**  
John Jacob Astor  
Salon

**Thursday June 5**  
**9:00 to 12:00**  
Empire Room

#### **Sub-Section D: HEALTH PROFESSIONALS**

Chairman: Eivind Toft-Nielsen

1. Health professionals as educators. Alfred Yarrow
2. The exemplar role of professionals. Joanne B. Lager-son
3. Prohibiting smoking in professional areas. Generoso F. Basa
4. Working with professional groups to increase priorities in smoking education. Theodor Abelin
5. Charge to the workshops. Irene G. Hiscock

#### **Workshops: HEALTH PROFESSIONALS**

1. Educators: Cynthia L. Hull
2. Exemplars: B. G. Loveless
3. Environment: George T. Harrell

#### **Success and Failure Stories on:**

- persuading health professionals to modify their own smoking habits.
- altering institutional policies.
- health professionals as personal health educators.

#### **Formulation of Recommendations by Sub-Section D**

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#### **General Session, Section III: FORMULATION OF RECOMMENDATIONS**

Chairman: William Griffiths

#### **Closing Plenary Session for the Entire Conference**

Chairman: Sir George E. Godber

Report of recommendations from each of the five sections and adoption of recommendations.

## Section IV Cessation Activities

This section will open with a general session Monday afternoon, June 2, to hear status reports on cessation methods: (a) behavior therapy, (b) hypnosis, (c) pharmacologic intervention, (d) physician intervention and personal health counseling, and (e) public education. The status report on smoking withdrawal clinics is dealt with separately, Wednesday afternoon, June 4.

Tuesday morning, June 3, the section will break into four separate workshops: (a) behavior therapy, (b) pharmacologic intervention, (c) public education, and (d) a combined workshop for physician intervention, personal health counseling and hypnosis.

Tuesday afternoon, June 3, the entire section will reconvene for a general session—a symposium on the difficulties people have in giving up smoking.

Wednesday morning, June 4, the section will break again, this time into three symposia: (a) research methodology, (b) guidelines for organizing smoking withdrawal clinics, (c) conference recommendations.

Wednesday afternoon, June 4, the section will reconvene in general session to consider recommendations.

Thursday morning, June 5, all sections will come together for the closing plenary session of the entire conference.

**Monday June 2**  
**1:30 to 5:00**  
Basildon Room

### **General Session: STATUS REPORTS ON CESSATION METHODS**

Chairman: Keith P. Ball

1. Behavior Therapy. Edward Lichtenstein
2. Hypnosis. Martin T. Orne
3. Pharmacologic Intervention. Murray E. Jarvik
4. Physician Intervention and Personal Health Counseling. Geoffrey Rose
5. Public Education. Lars M. Ramstrom
6. Smoking Withdrawal Clinics (see Wednesday afternoon)

**Tuesday June 3**  
**9:00 to 12:00**  
Duke of Windsor  
Suite

**Workshop A: BEHAVIOR THERAPY**

Chairman: Edward Lichtenstein

Panel: Johannes C. Brengelmann, Joseph E. Cautela,  
Steven A. Kopel

**Tuesday June 3**  
**9:00 to 12:00**  
Vanderbilt Suite

**Workshop B: PHARMACOLOGIC INTERVENTION**

Chairman: Murray E. Jarvik

Panel: Bo Brantmark, Borje E. Ejrup, Jane F. Emele,  
Ove B. Ferno, Ellen R. Gritz, Ian P. Stolerman

**Tuesday June 3**  
**9:00 to 12:00**  
Conrad's Salon

**Workshop C: PUBLIC EDUCATION**

Chairman: Lars M. Ramstrom

Panel: Rosmarie Erben, Gisela A. Gastrin

**Tuesday June 3**  
**9:00 to 12:00**  
Conrad's Dining Room

**Workshop D: PHYSICIAN INTERVENTION,  
PERSONAL HEALTH COUNSELING,  
HYPNOSIS**

Chairmen: Geoffrey Rose, Martin T. Orne

Panel: Herbert Spiegel, S. Leonard Syme, Richard W.  
Turner, Lars Wilhelmsen

**Tuesday June 3**  
**2:30 to 5:30**  
John Jacob Astor  
Salon

**General Session: PANEL DISCUSSION**

*Why Do So Many People Have So Much Difficulty Giving  
Up Smoking and What Can We Do About It?*

Chairman: Daniel Horn

Panel: Jerome H. Jaffe, Bernard Mausner, M. A. H.  
Russell

**Wednesday June 4**  
**9:00 to 12:00**  
Conrad's Salon

**Symposium A: RESEARCH METHODOLOGY IN  
SMOKING CESSATION**

Chairman: Douglas A. Bernstein

Panel: William A. Hunt, Ovide F. Pomerleau, Jerome L.  
Schwartz, Bruce C. Straits

**Wednesday June 4**  
**9:00 to 12:00**  
Conrad's Dining Room

**Symposium B: GUIDELINES FOR ORGANIZING  
SMOKING WITHDRAWAL CLINICS**

Chairman: Lloyd A. Shewchuk

Panel: Johannes C. Brengelmann, Dee Burton, G. Craig  
Caputo, Laura Karenen, Boris Luban-Plozza

**Wednesday June 4**  
**9:00 to 12:00**  
Basildon Room

**Symposium C: COMMITTEE ON CONFERENCE  
RECOMMENDATIONS**

Chairman: Donald T. Fredrickson

Panel: Joseph Chadwick, Paul M. Insel, Alan S. Meyer,  
George Saunders, Jerome L. Schwartz

Wednesday June 4  
1:30 to 3:15  
Basildon Room

Wednesday June 4  
3:30 to 5:00  
Basildon Room

Thursday June 5  
9:00 to 12:00  
Empire Room

### GENERAL SESSION

#### 1. *Status Report on Smoking Cessation Clinics*

Chairman: Branko Kesic

- a. Report on U.S. and Canada: Jerome L. Schwartz
- b. Report on Europe, Asia, South America: Else-Lill Berglund

#### 2. *An Integrated Approach to Smoking Control*

Chairman: Gosta Tibblin

Panel: Joseph Chadwick, Lars Wilhelmsen, Peter D. Wood, Alfred McAlister

#### Closing Plenary Session for the Entire Conference

Chairman: Sir George E. Godber

Report of recommendations from each of the five sections and adoption of recommendations.



## Section V Governmental and Social Action

This section will open with a general session, Monday afternoon, June 2, to hear reports on governmental and social action around the world.

There will be no breakdown into separate sub-sections. This group will remain together in general session Monday afternoon, June 2, all day Tuesday, June 3, and all day Wednesday, June 4.

Tuesday morning and afternoon, June 3, there will be reports and discussion on special approaches to the control of smoking.

Wednesday morning, June 4, there will be reports and discussion on organizing for action at the international, regional, national and voluntary organization levels. The session on organizing for action will continue part way into the Wednesday afternoon session.

During the latter part of that session (Wednesday afternoon, June 4), recommendations for future action will be considered and adopted.

Thursday morning, June 5, all sections will come together for the closing plenary session of the conference.

**Monday June 2**  
**1:30 to 5:00**  
Empire Room

### **General Session: GOVERNMENTAL AND SOCIAL ACTION AROUND THE WORLD**

Chairman: Robert M. Taylor

1. Survey of legislative action by governments around the world. Jean De Moerloose
2. Survey of educational programs on smoking in Europe. Wolfgang E. Fritsche
3. Anti-smoking programs in several countries
  - a. Austria. Michael Kunze
  - b. Switzerland. Meinrad E. Schär
  - c. England. Jack B. Cornish
  - d. Poland. Kornel Gibinski
  - e. Sweden. Gosta Tibblin
  - f. United States. Michael Pertschuk
  - g. U.S.S.R. D. Loransky
  - h. Yugoslavia. Djordje Jakovljevic

Tuesday June 3  
9:00 to 12:00  
Empire Room

**General Session: SPECIAL APPROACHES TO THE  
CONTROL OF SMOKING (I)**

Chairman: Carl E. Sturkell

1. *Phasing out tobacco*
    - a. The economic and political aspects of phasing out tobacco. Leo A. Kaprio,
    - b. The effects on a tobacco-dependent economy. Vladimir Kalaydjiev,
  2. *"Pricing out" tobacco*
    - a. Price as a factor in cigarette consumption. Robert H. Miller,
  3. *Prohibition of Advertising*
    - a. The effect of the advertising ban on consumption. James L. Hamilton
    - b. Some problems in phasing out advertising. Michael M. Daube
    - c. Should advertising be banned? Karl R. Waernberg, Anders Bratholm
- 

Tuesday June 3  
2:30 to 5:30  
Empire Room

**General Session: SPECIAL APPROACHES TO THE  
CONTROL OF SMOKING (II)**

Chairman: Luther L. Terry

1. *Reducing tar, nicotine and CO levels in cigarettes*
    - a. Methods for reducing tar, nicotine and CO levels in cigarettes; experiences in reducing these components in different countries. Gio B. Gori
    - b. Taxing cigarettes according to tar content. William Drayton
  2. *Cessation Programs*
    - a. Status of cessation programs around the world. Jerome L. Schwartz
  3. *Restriction on Smoking in Public Places*
    - a. Health hazards to the passive smoker. Scientific evidence. Wilbert S. Aronow,
    - b. Governmental and social action to restrict smoking. John F. Banzhaf III.
-

**Wednesday June 4**  
**9:00 to 12:00**  
Empire Room

**General Session: ORGANIZING FOR ACTION**

Chairman: Kjell Bjartveit

1. The Expert Committee of WHO; a report.  
Mikhail A. Akhmeteli
2. The Nordic Council; a report. K. Olavi Elo
3. Organizing for action in Latin America; a proposal.  
Daniel J. Joly
4. Special Government Agencies
  - a. The National Council on Smoking and Health, Norway. Kjell Bjartveit
  - b. The Health Education Council, U.K.  
Arthur J. Dalzell-Ward
5. Voluntary Organizations
  - a. The role and performance of the voluntary organization in control of smoking. Nigel Gray
  - b. Panel:
    - (1) American Cancer Society: Allan K. Jonas
    - (2) ASH, England: Michael M. Daube
    - (3) Israel Cancer Association: Dov B. Ben-Meir
    - (4) National Association on Smoking and Health, Norway: Allan Aarflot
    - (5) National Interagency Council on Smoking and Health (U.S.A.): Roger W. Schmidt
    - (6) World Conference of 7th Day Adventists:  
J. Wayne McFarland

**Wednesday June 4**  
**1:30 to 2:30**  
Empire Room

**General Session**

1. Voluntary organizations (continued from morning session)

**2:45 to 5:15**  
Empire Room

**2. General Session: RECOMMENDATIONS ON GOVERNMENTAL AND SOCIAL ACTION**

Chairman: Robert M. Taylor

- a. Governmental programs. Fritz Beske
- b. Motivating governments to act. Berit As
- c. Adoption of recommendations.

**Thursday June 5**  
**9:00 to 12:00**  
Empire Room

**Closing Plenary Session for the Entire Conference**

Chairman: Sir George E. Godber

Report of recommendations from each of the five sections and adoption of recommendations.

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